

**Le, Khanh H. (AU3622)**

**From:** Le, Khanh H. (AU3622)  
**Sent:** Monday, November 30, 2009 8:47 AM  
**To:** Le, Khanh H. (AU3622)  
**Subject:** FW: Interview (our ref.: P-132/US)  
**Importance:** High  
**Attachments:** P-132-US claim 4 interview.doc; P-132-US-Authorization to Act.pdf

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**From:** Blush, Debbie [mailto:[DBlush@nds.com](mailto:DBlush@nds.com)]  
**Sent:** Monday, November 16, 2009 10:20 AM  
**To:** Le, Khanh H. (AU3622)  
**Cc:** Atlow, Shabtai; Katz, Sammy; Paralegal  
**Subject:** Interview (our ref.: P-132/US)  
**Importance:** High

Re: US Patent Application No. 10/522,069 for:  
SYSTEM FOR MULTIMEDIA VIEWING BASED ON ENTITLEMENTS

Dear Examiner Le,

I am writing to you on behalf of Patent Attorney Stuart Atlow.

Please find attached the material for your interview with Patent Attorney Stuart Atlow, scheduled for 1 December 2009 at 11:00am.

In addition, please find attached a copy of the Authorization to Act in a Representative Capacity and a copy of the Authorization to Communicate Via Internet E-Mail with regard to the above-mentioned matter.

Kindly confirm receipt of this e-mail and please let me know in which building the interview will take place in on 1 December 2009.

Thank you.

Debbie Blush  
Team Leader - Paralegals

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**NOT TO BE ENTERED**  
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re: Application of : Stephanie WALD, et al  
Serial No. : 10/522,069  
Filed : 26 May, 2005  
For : SYSTEM FOR MULTIMEDIA VIEWING BASED ON  
ENTITLEMENTS

Group Art Unit: 3688  
Examiner: Khanh H. LE

Hon. Commissioner for Patents  
Alexandria, VA 22313

Sir:

**NOT TO BE ENTERED**  
**DRAFT AMENDMENT - FOR DISCUSSION IN INTERVIEW**

The following draft amendment is provided for discussion in a proposed interview of the Examiner:

## **AMENDMENTS TO CLAIMS**

Claim 1 (currently amended): An advertising control method comprising:  
receiving, at least in part, as a consequence of being in proximity of  
an advertisement identification message (AIM) distribution terminal, an  
advertisement identification message (AIM) at a first mobile device, the AIM  
being freely distributed to any AIM receiving device in proximity of the AIM  
distribution terminal;

    sending the AIM from the first mobile device to a content display unit (CDU) and storing the AIM in the CDU;

    selecting at least one content item from among a plurality of content items based, at least in part, on at least one stored AIM, the stored AIM being stored in the CDU; and

    displaying the selected content item on the CDU, independent of a user action or input.

## **REMARKS**

Support: Figs. 1, 2, 4 9, and 14, and associated descriptions thereto.

For Discussion in Interview: Rejection of Claim 1 over Ota in view of Antonucci.

*PATENT*

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Stephanie WALD, et al.

Serial No.: 10/522,069

Group No. 3688

Filed: May 26, 2005

Examiner: K.H. Le

Confirmation No. 7590

For: SYSTEM FOR MULTIMEDIA VIEWING BASED ON ENTITLEMENTS

Attorney Docket No.: U 015600-5

Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

CERTIFICATION OF FACSIMILE TRANSMISSION

I hereby certify that the following papers are being facsimile transmitted to the Patent and Trademark Office on the date shown below.

AUTHORIZATION TO ACT IN A REPRESENTATIVE CAPACITY

Applicant believes that no extension of term is required. However, this condition petition is being made to provide for the possibility that Applicant has inadvertently overlooked the need for a petition for extension of time.

If any additional extension and/or fee is required charge Deposit Account No. 12-0425.

AND/OR

If any additional fee for claims is required charge Deposit Account No. 12-0425.

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Date: November 13, 2009

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